



LIVE A *B* 1992 LIFE

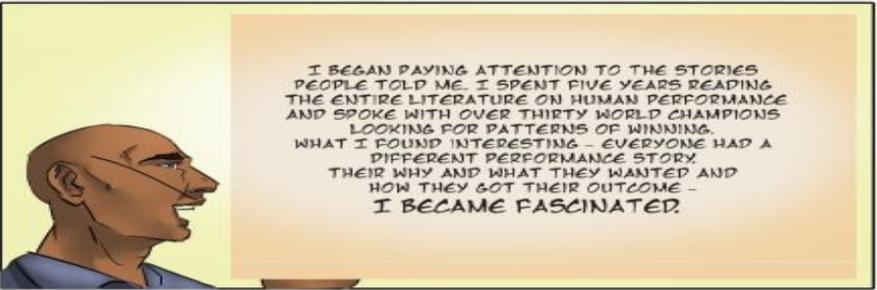
PERSONAL STRENGTHS AND
Leadership
SERIES

Lester R. Cox

Some people are just more successful than others ... what accounts for this difference is how they combine three things: how they talk, how they see things and how they practice. Put all three things together and you have the performance narrative. The best performers and most successful people have the best narrative of why they win, why they do what they do and who they are. I have found no exceptions in my work and life.

Lester R. Cox

**Performance Consultant, Author,
Speaker & Former 14 Times
National Squash Champion**



Is there an invisible dimension of performing?

Research uncovered by performance consultant and an expert in the field of peak performance Lester R. Cox, LL.M shows a re-marketable consistency between how the top performers; people he calls pinnacle achievers think and talk about what got them at the top and what keeps them there.

After talking with 30 world champions and reading the entire published literature on human expertise and expert performance, he found three magic words that kept recurring as themes from fields as diverse as boxing to academics, sailing to track and field, acting to business and squash to tennis.

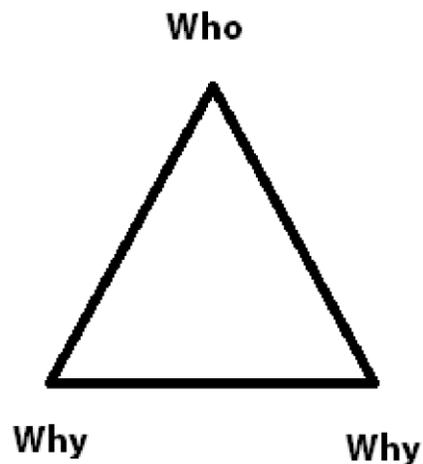
And what are the three magic words that pinnacle achievers draw from?

'Who', 'Why' and 'Why'.

Who answers the question of who I am as a person and performer?

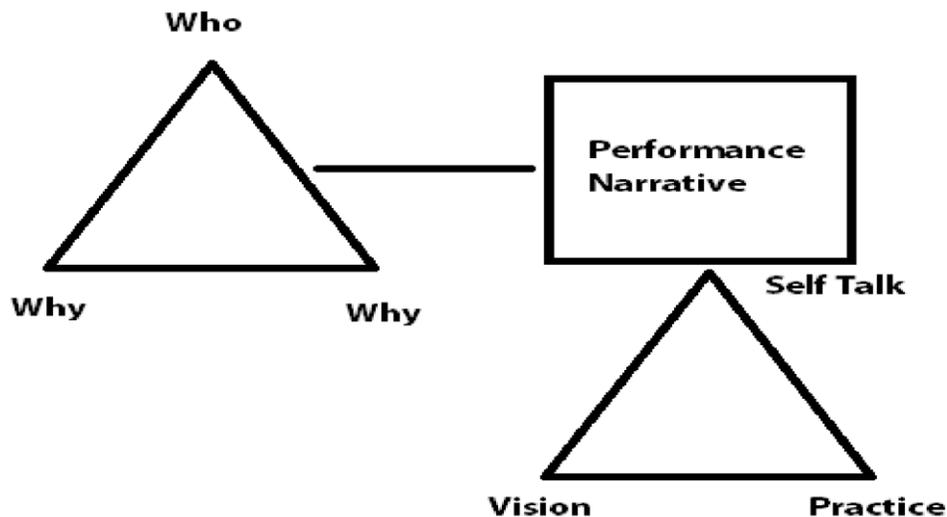
Why answers the question of what motivates me and creates the drive to succeed?

The second why answers the question of why am I going to be successful – which deals with the strategy question.



So, why are the three words so magical and aids performance?

They build the performance story - a narrative of success. The success narrative contains; self talk – what you say about yourself and what you say while performing, vision – how you see success and how you see performing and practice – your daily habits and how you prepare to perform.



Think about the 3 words for a moment and try answering them:

- 1. Who are you?**
- 2. Why do you do what you do?**
- 3. Why are you likely the win?**

Once you move pass the surface answers, something will occur to you that will surprise you in whatever field you find yourself in. Using the 3 magic words starts you on a journey of performing better by crafting and clarifying your personal story of who you are as a person, why you do what you do and why you believe you will succeed long-term. You will essentially clear up your current explanation style which is essentially how you explain things to yourself.

No-one can consistently perform above their explanation style. Our explanation style is the lid on how well you perform.

For most people their explanation styles are not conscious. Listen to the average person talk about work, money, their relationships, health and life. You will notice all sorts of myths and patterns that prevent them from performing at their best. In fact, poor performance in any area of our personal or professional lives can be traced back to the quality of our conversations.

In fact, before trying to improve performance, top performers start off with a model of success (possibility), then they work at copying the model (outer game) and finally, the thinking and beliefs that makes it all happen (inner game).



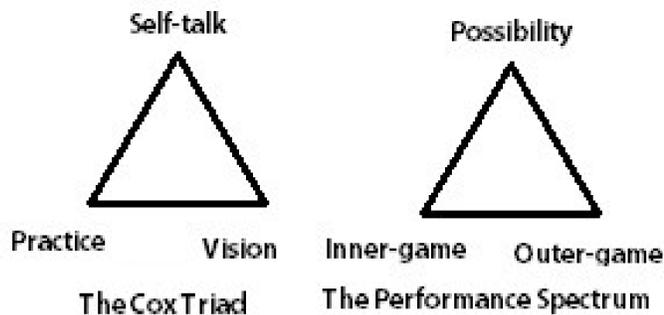
It All Started With The Bermuda Question

This all started with a question in Bermuda. I was the Bahamas' number 1 player and team captain. After watching a teammate give away a match; I asked a simple question, 'So what are you thinking about when you are playing?' I was absolutely shocked at his answer. He said 'Winning'. Immediately, I shot back, 'I am not. Winning and losing are results.' 'So, what do you think about?' came his reply. I told him, I am always thinking about three things; 1) Doing what I did in practice, 2) Getting myself psyched and ready to perform and 3) Knowing who I am as a performer.

The point I make here is that performing in any activity; whether the boardroom, backyard or the world stage is about three things: 1. Your inner-game – what you think, believe and say to yourself. 2. The outer game – what people see, how you practice and the results you produce and 3. The possibility – the vision of what's possible.

So, can you really improve your performance?

The simple answer is yes – The Cox Triad shows you how.



PROOF: After studying the entire published literature on human performance and expertise from the best researchers in the world, being a world class performer in squash and speaking with over 30 world champions in diverse fields; I stumbled on The Cox Triad of performing. The Cox Triad settles a long running debate on whether the best performers are born or made and why the best keep getting better. The truth is; every performer is made yet, it is undeniable that certain people have built in advantages.

One thing is certain, every champion agreed without exception that the absolute key ingredient is the mindset that is produced as a result of practice, self-talk and their vision of the future.

All Performance Is Language Based

A researcher and author by the name of Steve Zaffron in an incredible book called the Three Laws Of Performing makes an interesting observation. He says; how we perform occurs in language and our language is affected primarily by how things occur to us. He goes on to say that if you want to improve your performance you will need future based language.

Mindsets Are Fixed Or Growth Base

Stanford based researcher professor Dr. Carol Dweck makes an amazing point about how people explain where ability comes from in her book The New Psychology Of Success. She says; there are two mindsets - fixed and growth. People with a fixed mindset believe that ability comes from innate and natural talent. People who believe in the growth mindset believe talent and ability result from hard work and learning. Think about that for a moment. Which person is likely to try harder at work, at play and at life - the person with a fixed or growth mindset?

The point this report makes is that our explanation styles predetermine how well we perform. When we improve our explanation styles we immediately improve our performance. Top performers the world over prove that the quickest and surest way to improve one's performance is to answer the questions of who, why and why.

Pinnacle Achievers Separate Their Performances Into Three Categories - Psychology, Physiology and Practice

Psychology is how you think and talk about things (the inner-game).

Physiology is how you move (how you do things).

Practice is how you get better long-term and we are only as good as the level we practice on. Practice does three things; 1) links your potential and competence, 2)

improves your discipline through daily choices and 3) helps you discover fine distinctions in getting better that you will not learn without practice and creates permanent habits (perfect practice makes perfect).

The Richer Your Inner-dialogue The Better You Perform

Pinnacle achievers have the richest inner-dialogue about who they are as performers, why they do what they do and why they are successful. This often flies in the face of what you often here top achievers say in interviews. They attribute their success to four things ; 1) hard work, 2) long hours of practice, 3) great coaching and 4) a knack for discovering fine distinctions in their field.

Not one pinnacle achiever volunteered their who, why and why stories. Why? They down-played the importance of the inner-game of performing preferring to let others focus on the outer game of how the performance looks. As far as most performers are concerned their inner-game or the psychology of performing is their personal and intimate secret.

100% Improvement Is Possible Instantly

My first real experience with instant performance improvement occurred during a lesson I had with a local coach by the name of Edward Bostwick. After a devastating loss to the number one player from Jamaica, I determined in my mind that to play at the level of the Jamaican number one I would need to improve by 100%.

Well, in my first lesson with Mr. Bostwick my game improved instantly. He told me a secret of squash that I knew about but didn't know that it was the key and most important thing in the game of squash. He said the most important thing about squash was to position yourself relative to a spot on the squash court called the 'T' and not relative to the person you were playing. This advice immediately changed my perspective and outlook on squash. The effect of which was a corresponding shift in all aspects of how I performed. Everyone performs based on how they see

things, what they say to themselves and how they do things (I call this The Cox Triad and forms the basis of my work).

He shared two other secrets that were equally impacting. First, he said practice exactly how you will play in tournaments using the exact rituals, sayings and processes of the game and secondly, to work out early in the day.

My squash game improved on three levels instantly. First, I saw the game differently. Second, I was saying different things to myself and lastly he got me to do things differently. In other words; I immediately change the way I thought and played on three levels (level of seeing things, the level of saying things to myself and the level of doing things). What is powerful about the improvement process once you understand it is this – every time you improve your psychology you will get a corresponding improvement in your psychology and practice.

Therefore, if you improve your focus by 33%, you will find a corresponding 33% increase in how you move and how you approach practice which will result in an overall 100% improvement.

Imagine improving your focus (how you see things) by 100%. This is not only possible, independent researchers around the world have shown that simply getting world class tennis players to focus on the next point instead of dwelling on the previous point creates dramatic improvements in performance without any formal practice or change in physiology.

In fact, The Cox Triad shows performers how to specifically focus on how they see their performance specialty, what they say about it and how they actually do it.

This report is designed to help you change how you see your performance and what you say to yourself during it. It helps you separate your performance into the inner game and outer game.

Is There An Outer And Inner Game Of Work?

The author of this report knows there is when people learn how to uncover their core personality (who they are), tap into their strengths, find their core motivation and reason why they will succeed. They will learn how to see work differently, how to talk about work differently and more importantly how to do work differently.

Here Is The Proof

The Case Of Gabriela Sabatini

There is the case of a tennis player named Gabriela Sabatini who at the time was ranked world number 3 and was about to quit the sport because she kept losing to lesser opponents and didn't perform in high pressure matches. She kept losing to the world number one tennis player at the time Steffi Graf.

She began working with a performance consultant who helped her change the inner-dialogue that was going on in her mind when she played. He got her to focus on three elements of her tennis:

Element 1 – Who are you?

Element 2 – How do you feel about the challenge?

Element 3 – What legacy will you leave behind?

The coach got Ms. Sabatini to form simple answers to those three questions and then to use them as her inner-dialogue when she played.

Element 1 - Who am I?

GS: I am a fighter was her response

Element 2 - What about the challenge of playing better players?

GS: I love the challenge was her response

Element 3 - What legacy will you leave?

GS: I am a champion – other girls from my home country Argentina are watching me and will follow me.

Refocusing Can Increase Performance By 100%

The result of focusing Gabriela's inner-dialogue was 27 singles championships, a U.S. Open win over her nemesis Stephi Graph, 14 doubles crowns and entry into the Tennis Hall Of Fame.

The truth is; all performance can be improved automatically with a shift in perspective, point-of-view and inner-conversation. Long-term improvement comes when specific practices are designed with the assistance of a coach and an immediate feedback system. Practicing your mental and point of view is just as important as any physical practice one may attempt.

The Case Of Viktor Frankl

An Austrian Jew by the name of Victor Frankl during WW II – found himself in a German Nazi death camp where death was all but certain. 6,000,000 Jews were going to be killed. A visit to a death camp simply meant your time had ran out. Victor found a way to survive using focus and the power of questions. He said, the key to surviving was not linked to education, social standing or money. He said the single key was your mental orientation (how you saw things).

The ones who survived wanted to survive because they had something still to accomplish. They wanted to tell the world what the Germans did to them.

Living and dying were primarily about point-of view. Whether you were in the category of alive or dead was directly linked to your attitude. The point; Viktor Frankl said you had to choose to live otherwise you died. Choosing to live apparently opened new reserves of creativity and resiliency. He noticed that the people who had the hardest time were the complainers, the ones who couldn't believe this was happening to them. He said life or death boiled down to two questions:

1. How could they do this to us?

Or

2. How can I survive long enough to tell the world what they did to us?

Michael Jordan

Basketball great Michael Jordan believes that after a certain level sports is 80% mental. Once a performer reaches a certain level of competence improvement in performance results from what they say to themselves, how they see things and how they approach practice. **Jack Nicklaus**

Jack Nicklaus the world's greater golfer actually said that he never hits a shot not even in practice without picturing the results in his mind first. He sees perfection in his mind by pre-playing the result he wants to happen long before he hits the shot.

Conclusion

The Power Of Coaching

Our language affects how we perform ... so does the absence of language. When someone has no understanding about how one becomes a world class performer in leadership, chess, track and field, music or mathematics; they explain brilliance to themselves by calling the performer talented. Talent is a word people use to describe processes they don't understand. The Greeks referred to talent as a spark from the divine. Experts see talent as the result of years and years of hard work and distinctions. It takes on average of 10 years and 10,000 hours of practice or the memorization of 50,000 chunks of information to arrive at expert status.

After Thoughts:

Coaches Bring New Language & Processes To The Performance Table

The power of coaching.

What specifically does a coach bring to the performance table?

The very best coaches always show up with three assets:

- 1. New Language**
- 2. Better practices that aids the discovery process and**
- 3. Objective feedback that changes the story and creates future based language for the person being coached.**

I would also invite you to complete the three exercises below and join the conversation on Performing Better where you get to participate in four webinars and 31 days of training for executives, managers and front line employees.

Exercises

Complete the following exercises after completing your strong personal foundation assessment:

Write out your I am statement

Complete a 30 seconds resume about what you want, why you want it and what qualifies you for it

Write out your current job description

What is your core strength?

What is your core personality?

What is your key value?

Describe yourself – who are you?

About The Author Of This Report

Lester R. Cox is a peak performance expert, keynote speaker, author, 14 times Bahamas squash champion and researcher who developed a system called The Cox Triad which dramatically improves performance by breaking it down into its core components. A global researcher in the field of mastery. He is focused on three questions; 1) is mastery transferable from one domain to another? 2) how does language affect performance? 3) how does the absence of language affect performance? Author of Lester' Lil Book Of Motivation & Lester' Lil Book Of Leadership. He has done work for organizations like Lloyds TSB, Shell Oil, Esso Standard Oil, Government Of The Bahamas, Domino s Pizza, Bahamian Springs Water, Abaco Markets, BTC, Water & Sewerage Corp, Bahamas Ministry Of Tourism and hosts Bigga Life Mastery events and hosts the global conversation Performing Better.